



# *NEWS RELEASE*

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## **Exotic Ice Cream Company a Success with SCORE Assistance**

**Orange, CA** – Smita Salgaonkar had always been interested in cooking and as a girl growing up in Bombay, India, had fond memories of the aromas associated with her mother's kitchen. In particular she loved saffron and later, as an adult cooking for family and friends, she derived great pleasure blending it with other exotic spices, nuts and fruits to create unique and distinctive flavors.

Before she started her business she worked for years in the insurance field and kept busy raising two daughters. In the early '90's she bought an ice cream maker and began experimenting with it to make deserts for her family and friends. It was they who suggested she offer her creations to the public. She started Neemo's Exotic Ice Creams with three flavors and today has 25, including Saffron Silk (her foundation flavor and the most popular one), Mango Magic, Rose Water and Coffee among others. She said one of the big challenges was replicating the unique textures and flavors of the home made ice creams as she started mass production.

With no real business experience, Smita turned to SCORE "Counselors to America's Small Business" and worked with Joe Di Stanislao, a volunteer counselor with Orange County SCORE on production and distribution strategies as well as pricing structures. She also benefited from joining groups such as the Orange County chapter of the National Association of Women Business Owners and the Asian Business Association of Orange County. Today Neemo's sells to restaurants, stores and caterers, and counts among its clients the Anaheim Hilton, Chakra Indian Cuisine in Irvine, and India Sweets & Spices in Tustin. Her next goal? She says, "I would love to open a store in Orange County".

SCORE, partially funded by the U.S. Small Business Administration, provides free, confidential counseling and low-cost workshops on business related topics, assisting prospective as well as current business owners fulfill their dreams of starting and building successful small businesses. SCORE can be reached at [www.score.org](http://www.score.org). The Orange County chapter of SCORE can be contacted at (714) 550-7369 or via their website at [www.score114.org](http://www.score114.org). For information on SBA's programs and services contact the Santa Ana District Office at (714) 550-7420 or visit <http://www.sba.gov/ca/santa>.

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